

ABSTRACT**Society's Perceptions of Community Pharmacists on Hypertension
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Hypertension is often called the "silent killer". In Indonesia, the prevalence of hypertension in 2013 was reported at 25.8%. It was also reported that 168 thousand patients in Indonesia were undiagnosed and not handled by health workers. Pharmacists have an important role in controlling the prevalence of cardiovascular disease where hypertension is one of the risk factors. Hypertension screening is one example of activities that can be done to detect blood pressure in adults aged 18 years or over who have not been diagnosed with hypertension before. The results of interviews with people from several countries showed that negative perceptions of society are one of the inhibiting factors for the implementation of hypertension screening services in daily pharmacist practice.

This study was conducted to determine the perception of society towards hypertension screening services by pharmacists in pharmacies which include: hypertension, hypertension screening, and the role of pharmacists. The research data collection was carried out by the method of a semi-structured interview on 11 informants in the Surabaya and surrounding areas who were selected by non-random sampling. All interviews were recorded and transcribed verbatim. Furthermore, data is processed based on the interactive model.

From the results of interviews that have been conducted, it is found that although the informants knew things related to hypertension, the informants had less knowledge and experience about hypertension screening services and the role of pharmacists. The absence of socialization regarding preventive health services in relation to this early identification made the informants doubt to request or be offered do hypertension screening at the pharmacy. Therefore, it is recommended that Indonesian Pharmacist Association (*IAI – Indonesian Pharmacist Association*) need to make a real collaboration with the Indonesian government in providing

education and socialization to society related to hypertension screening services in daily pharmacist practice.

Keywords : hypertension; hypertension screening services; community pharmacist